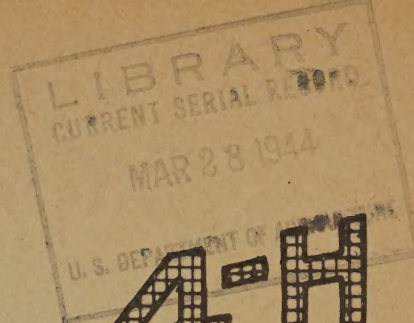


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NATIONAL 4-H Mobilization Week

MARCH
4-12
1944

*Suggestions
for*

COUNTY EXTENSION AGENTS
COUNTY CLUB AGENTS
VOLUNTEER CLUB LEADERS

EXTENSION SERVICE
UNITED STATES DEPARTMENT OF AGRICULTURE

United States Department of Agriculture
E X T E N S I O N S E R V I C E
Washington, D. C.

NATIONAL 4-H MOBILIZATION WEEK

March 4-12, 1944

This year, National 4-H Mobilization Week will play a more important part than ever before in reaching rural young people with the 4-H war program and in acquainting the public with what the 4-H Clubs of this Nation are doing in helping to win the war. During the observance of National 4-H Achievement Week in 1943, many States reorganized their 4-H Clubs, set goals for the ensuing year, and started membership drives. The week of March 4 to 12, 1944, is set aside for the purpose of checking the efforts made so far and of further strengthening the program to be carried on during the rest of the year.

Nationally, this week will be featured by another, more recent 4-H report by radio to the Nation, by news releases, and special 4-H "plugs" on commercial radio broadcasts. What the 1,700,000 4-H members have accomplished in the production and conservation of food will be emphasized, particularly in connection with the effort to feed as many fighters in the armed forces as possible.

Locally, observance of this week will attract attention to the more recent accomplishments of 4-H Club members already high-lighted, at least in part, during the observance of 1943 National 4-H Achievement Week. It will provide an opportunity for 4-H Clubs to prepare for the rest of 1944 in a more effective way than ever before. Above all else, this week will give every 4-H member an opportunity to enlist new members in helping to win the war through serving to the full in the home, on the farm, and in the community.

PURPOSES

1. To provide 4-H members an opportunity to check their efforts to date in helping to win the war, with the 4-H goals already set up.
2. To give every member an opportunity to reaffirm his intention of carrying his goals to completion, especially those affecting food production, conservation, and health.
3. To encourage every 4-H member to assume responsibility for enrolling at least one new member and helping him to get started in the local 4-H Club.

4. To publicize the results of 4-H Club work from the standpoint of the Nation, State, county, and local community, so that the general public may be adequately informed regarding the far-reaching importance of 4-H Clubs in helping to win the war.

SUMMARY OF NATIONAL PLANS FOR THE WEEK

National 4-H Mobilization Week may be the means of calling attention not only to the total 4-H accomplishments in helping to win the war, but also to the significant local and county results in such a way that this week will add prestige to the work. A large number of rural young people, not now members, might thereby be encouraged to join some local 4-H Club and thus become identified with the 4-H war effort.

1. President's message to all 4-H members.
2. CBS broadcasting stations taking "Youth on Parade," February 26, 1944.
3. Broadcast on Blue Network stations taking the National Farm and Home Hour, March 4, 1944.
4. Publicity for total accomplishments by 4-H members in helping to win the war in community, county, State, and Nation. Federal releases.
5. Commercial cooperation such as use of window displays of 4-H war effort, posters and stickers, and 4-H plugs over commercial radio broadcasts.
6. Magazine articles.
7. Plugs over Farm and Home Hour throughout the week.
8. Full cooperation of the National Committee on Boys and Girls Club Work in furnishing supplies such as 4-H posters and stickers, getting 4-H plugs on commercial radio broadcasts, and interesting commercial concerns to take part in the observance of this week.

STATE PLANS FOR THE WEEK

Definite plans for the observance of National 4-H Mobilization Week will be available from each State office for use of all county extension agents and local leaders.

GENERAL SUGGESTIONS FOR OBSERVANCE OF NATIONAL 4-H MOBILIZATION
WEEK ON A COUNTY OR COMMUNITY BASIS

1. Publicity regarding National 4-H Mobilization Week in weekly papers, extra editions, editorials.
2. 4-H exhibits, especially of garden and canned products, including window displays in local store windows.
3. 4-H posters or stickers for use on windows in homes or on farm gates of 4-H members.
4. 4-H posters in town hall, post office, local bank, local theaters, or other public places.
5. Local 4-H parades.
6. Motion pictures of 4-H Club work in local theaters.
7. Participation of 4-H Club members in adult programs, reporting what has been accomplished and what is being planned for 1944.
8. Announcement of 4-H results to date and plans for ensuing year.
9. Announcement of names of new members enrolled.

SOME SUGGESTIONS FOR 4-H PUBLICITY

1. Provide editors of papers with photographs and information on national and local 4-H results. Stories of recent outstanding achievements or those not already featured will be especially effective.
2. Consult managers of stores about window displays. Furnish products canned or grown by 4-H members. Garments made or remodeled by 4-H members may also prove effective.
3. Send circular letters to all volunteer 4-H leaders and others interested in 4-H Club work, acquainting them with plans for National 4-H Mobilization Week and what they are expected to do. Circular letters concerning National Mobilization Week may also be sent to both 4-H members and their parents.
4. Make contact with nearby broadcasting stations regarding special 4-H programs during National Mobilization Week, high-lighting the outstanding achievements of local 4-H members, as well as the extent of 4-H Club work today. A large expansion of 4-H Club work is under way throughout the countries south of us. Make an effort to reach every eligible rural boy and girl to the end that all such young people will want to join.

5. Plan with local 4-H leaders various ways of reaching more young people with the 4-H program. Make special announcement of those enrolled during the week.
6. Announce 4-H plans for the remainder of the year as formulated by the 4-H Clubs of the county.
7. Put 4-H posters and 4-H window cards in public places throughout the county.
8. Obtain the cooperation of the clergy of local churches. Supply them with information regarding National 4-H Mobilization Week and 4-H plans for the ensuing year.
9. For other suggestions, refer to the 1941 and 1942 manuals on National 4-H Mobilization Week.

SOME SUGGESTIONS FOR SPECIAL 4-H CLUB MEETINGS DURING
NATIONAL 4-H MOBILIZATION WEEK

4-H Mobilization programs for meetings.

Use of town hall or some other community place.

4-H exhibits on display, also 4-H posters and pictures illustrating work done.

All parents and neighbors of 4-H members encouraged to attend.

Possible program features.

4-H music.

Pledge of allegiance and 4-H Club pledge.

Statement of 4-H goals set up locally and progress made toward attaining them.

Public demonstrations showing what can be done locally to help win the war.

Report of new members enrolled.

Special brief admission ceremony.

4-H citizenship ceremonial.

Feature speakers at local meetings.

Report of special wartime activities to date by 4-H members:

- (1) Amount of food produced, number of 4-H Victory Gardens, etc., in the 4-H Food for Freedom program.
- (2) Amount of food conserved through canning, drying, and storing.
- (3) Number taking first aid, home nursing.
- (4) Number helping with the farm-labor shortage.
- (5) Number cooperating in fire-prevention, farm and home safety activities, Red Cross activities, OCD activities.
- (6) Number of club members participating in discussions on the democratic way of life, the "good neighbor" policy, and the issues of the present world conflict.
- (7) Amount of war bonds and stamps sold by 4-H members.

- (8) Number of members buying war stamps and bonds.
- (9) Number of pounds of paper, rubber, and aluminum or other scrap metal collected.
- (10) Amount of literature pertaining to the war effort distributed.
- (11) Number serving in connection with special defense activities.
- (12) Number engaging in other emergency activities.

Emphasis on conservation and care of clothing if a 4-H dress revue is held.

Contests in judging and demonstration teamwork.

Cooperation with local farm and service organizations.

In some States, plans for a special 4-H meeting during the week, include a 4-H program in the morning, a noonday lunch, and recreation programs in the afternoon. In other States, programs are held in the evening, a 4-H banquet often being the main feature.

SOME SUGGESTIONS FOR SPECIAL MEETINGS OF LOCAL VOLUNTEER LEADERS

National 4-H Mobilization Week may be an opportune time for a special meeting of local volunteer leaders in order to welcome the new ones, to report on the status of each 4-H Club, and to exchange ideas for attaining the revised or new 4-H goals set, particularly in relation to the responsibilities of 4-H Clubs in feeding the fighters in the armed forces.

Such an occasion may also be an opportune time to discuss other war plans for 4-H Club work. Among such, there might well be discussions in relation to constructive ways of welcoming returned men and women from the fighting fronts as well as ways of focusing attention of young people on their responsibilities and opportunities in the post-war period after hostilities cease.

TO LEADERS OF YOUTH*

We are on the eve of another year of the worst travesty that has ever visited this world. We are told that the supreme effort and greatest sacrifices are still to be made. We need to believe it. Such a belief will spur us on to the work as though "my own individual effort is the one that may turn defeat into victory." This should be placed in neon lights over the desk, bench, kitchen table, or any place where youth and their leaders render their daily contribution to the sum total of this country's output. To be alive at such a time when our country needs us, to be able to give of ourselves, to know that each individual counts more than ever before, is a cause for thankfulness; a time for resolution and a challenge.

The best club stories of last year were in the labor records, where youth worked into the night, gave as they never gave before; sacrificed,

* Sent by the Wisconsin State Club Staff to all local 4-H Club leaders.

and in these sacrifices combined the words of freedom with the deeds of living. In sacrifice is love born.

I heard a bird sing in the dark of December
A challenging song and sweet to remember,
"We are nearer to Spring than we were in September,"
I heard a bird sing in the dark of December.

Club work faces its greatest opportunity and challenge. As leaders and club members, let's make our choices count in 1944. In our choices as individuals and as a nation rests our destiny.

May 1944 be your most satisfying year.

4-H ADMISSION CEREMONY

Directions. - The guide takes the candidate for 4-H Club membership to the front of the room, where the officers are standing behind a table.

President: To you who are about to become a member of the 4-H Clubs of America, active members of (club name), sharing responsibilities in the carrying out of the 4-H war program, we wish to explain the purposes of our organization, particularly during this critical time.

Vice President: The 4-H Clubs are a part of the National Agricultural Extension Service of the United States Department of Agriculture in cooperation with the State colleges of agriculture. 4-H Clubs are organized to help us to become better citizens in a democracy by teaching us how to work and play together; by giving us an opportunity to learn better methods of farming and homemaking; by encouraging us to pass these better methods along to others; by helping us to solve our own problems by being trained in ways to be of service to others and to our communities; and by giving us an understanding and appreciation of country life. During this emergency war period, each 4-H Club provides rural young people an opportunity to take part in the war effort in an organized way and to aid in giving that extra impetus to the local war effort so essential for ultimate victory.

Secretary: Our emblem is a green four-leaf clover, with a white "H," standing for the development of the Head, Heart, Hands, and Health, on each leaf.

Our motto is "To make the best better."

Our Citizenship Pledge is:

"We, individually and collectively, pledge our efforts from day to day, to fight for the ideals of this Nation.

"We will never allow tyranny and injustice to become enthroned in this, our country, through indifference to our duties as citizens.

"We will strive for intellectual honesty and exercise it through our power of franchise. We will obey the laws of our land and endeavor increasingly to quicken the sense of public duty among our fellow men.

"We will strive for individual improvement and for social betterment. We will devote our talents to the enrichment of our homes and our communities in relation to their material, social, and spiritual needs.

"We will endeavor to transmit this Nation to posterity not merely as we found it, but freer, happier, and more beautiful than it was transmitted to us."

Treasurer:

This 4-H Club wants every person who joins it to know that he is joining a national organization which has very important war responsibilities. Every person should know also that this is an organization in which the Extension Service of the U. S. Department of Agriculture with headquarters in the Nation's Capital is working cooperatively with the Extension Services of the State colleges of agriculture and the county extension services along with those of Hawaii, Alaska, and Puerto Rico. This cooperative agricultural Extension Service is endeavoring to make 4-H Club work provide opportunity to all rural young people to do their full part to help win the war and write the peace.

President:

You are now familiar with the purposes of 4-H Club work, especially in wartime, the motto, the citizenship pledge, and the emblem, and what it symbolizes. Are you now willing to try to live up to these ideals of the 4-H Club organization?

Candidate:

I am.

President:

Do you now wish to become a 4-H Club member?

Candidate:

I do.

President:

You will sign the 4-H Club roll.

Candidate signs in secretary's book.

President:

You will repeat the club pledge after me:

Candidate (repeats after president):

I pledge -

My Head to clearer thinking,
My Heart to greater loyalty,
My Hands to larger service, and
My Health to better living,
For my club, my community, and my country.

President:

You are now a member of (name of club) 4-H Club. I welcome you into its membership. May you ever do your full part in carrying out the 4-H wartime program, and be faithful in helping to carry on 4-H Club work as a part of the general extension program of your community and county in partnership with your parents and neighbors and in living up to its high ideals to the end that, when the war is over, you will be among the "vanguard of those who will insure a just and lasting peace."

"Probably the foremost lesson learned by Americans in this war is how much can be accomplished through organizing individual activities into group action. A flier floating safely on a rubber life raft in the far Pacific thanks the farmer who has grown the food in the emergency ration that will sustain him until he is rescued. A paratrooper dropping into the mountains of Italy is suspended on fabric grown on American farms. The whole war effort is one of related activities in which everyone of us, whether on the battle front or the home front, is doing his part. 4-H Club work in 1944 offers all rural boys and girls the chance to do their full part in agriculture's win-the-war program."

- M. L. Wilson.

NATIONAL 4-H ACHIEVEMENTS

4-H Club Members Are Achieving Their Seven National War Goals

(Figures are based upon preliminary 1943
reports from State club leaders.)

1. They are helping to produce and conserve for the food arsenal.

| | | |
|--|-------------|------------|
| Victory Garden products | bushels ... | 6,000,000 |
| Poultry products | birds ... | 9,000,000 |
| Dairy cattle | head ... | 90,000 |
| Livestock | head ... | 600,000 |
| Peanuts, soybeans, other legumes | pounds ... | 12,000,000 |
| Products canned | jars ... | 16,000,000 |

2. They are fighting with scrap and war bonds.

| | | |
|---|-----------|-------------------|
| Scrap collected | pounds .. | over 300,000,000 |
| War bonds or stamps purchased or sold to others | | over \$30,000,000 |

3. They are guarding their own and their community's health.

| | |
|---|---------------|
| | <u>Number</u> |
| Members having periodic health examinations | 200,000 |
| Members checking food and health habits | 800,000 |
| Meals prepared in keeping with nutritional needs of family | 8,000,000 |
| Members taking first aid and home nursing | 200,000 |
| Members removing farm and home accident hazards | 400,000 |

4. They are serving for those gone to war, and aiding city boys and girls to break into farm work.

| | |
|--|---------------|
| <u>Members-</u> | <u>Number</u> |
| Increasing farm fuel supplies | 250,000 |
| Participating in 4-H Club fire-prevention activities | 450,000 |
| Caring for farm machinery or repairing it | 300,000 |
| Engaging in defense activities | 500,000 |
| Canning, drying, storing needed food supplies | 400,000 |
| Repairing and remaking clothing | 600,000 |
| Demonstrating wartime practices to others | 300,000 |

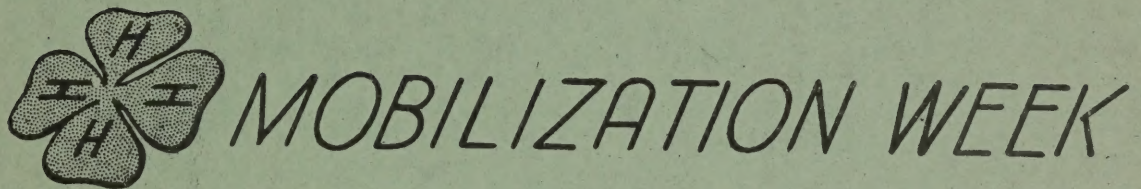
5. They are helping to interpret the Nation's war program to the community.

6. They are practicing democratic procedures and learning to have a deeper appreciation of the democratic way of life.

7. They are discussing at club meetings some of the important social and economic forces now at work and the steps to take in developing the good-neighbor spirit at home and abroad.

4-H MOBILIZATION WEEK

MARCH 4-12, 1944



4-H MOBILIZATION WEEK



MARCH 4-12, 1944

BUY WAR BONDS
BUY MORE BONDS

